



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/883,913	06/20/2001	Hiroshi Oki	1614.1173	5633
21171	7590	05/03/2006	EXAMINER	
STAAS & HALSEY LLP SUITE 700 1201 NEW YORK AVENUE, N.W. WASHINGTON, DC 20005			JANVIER, JEAN D	
			ART UNIT	PAPER NUMBER
			3622	

DATE MAILED: 05/03/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/883,913

Applicant(s)

OKI, HIROSHI

Examiner

Jean Janvier

Art Unit

3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☐ Responsive to communication(s) filed on ____.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-16 is/are pending in the application.
- 4a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) ____ is/are allowed.
- 6) ☒ Claim(s) 1-16 is/are rejected.
- 7) ☐ Claim(s) ____ is/are objected to.
- 8) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on ____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. ____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date ____.
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. ____.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: ____.

Response To Applicant's Arguments

Contrary to the Applicant's position, English-translated copies of the foreign documents must be provided before the Examiner can consider them subsequent to a review process regardless of the fact that those documents were cited in a related foreign search or corresponding US patents and WOs may be readily available. Having said, however, the Examiner herein considers JP 10-105626 and JP 06295390 since English-translated abstracts were received. Furthermore, the objection to the title is still maintained for the reasons cited in the previous action for the title must be precise and technically accurate pursuant to 37 CFR 1.72.

Moreover, the 101 Rejection is herein being withdrawn in view of the Lundgren's Decision.

Regarding the obviousness rejection, Applicant argues that the prior art, including Brewer and the "Official Notice" or so-called **soliloquy** as referred to by the Applicant, mentions no payback at all, let alone calculating a payback value to one or both of the product user and the middleman (determining a payback value of the product to one or both of the customer and the middleman). However, the Examiner completely and respectfully disagrees with the Applicant's findings. First, the claims, as presented herein, are very broad in nature and thus, they are interpreted as such.

In general, and as best understood, the claims recite a process or system for providing a product, such as a software piece (network or application software or access program), to a user via a distributor, receiving an indication or a signal that the software was actually received and

Art Unit: 3622

installed by the user to access the provider's or ISP network (storing use results of the product or software by the user) and subsequently providing a payment to the distributor for distributing the software or the product to the user. The distributor's payment is based on the number of users who receive the distributed product or software and log into the system to use the service provider (ISP) connection or network (use results). Here, Brewer discloses distributing a client software component (information product or network access software or Internet client software) that enables a user of a personal computer (PC) to connect and interact, over a communication network, with a server of an Internet Service Provider (ISP) to browse the network while required messages, such as advertisements, are being displayed in a particular manner on a display screen of the user's PC (information processing unit) for interaction with the user and user's activity or interaction is recorded. It is herein understood, from the Brewer's Patent, that the new software or Internet client software (Earthlink client software), which enables the user to connect to the ISP or network service provider to request network service or browse the network, is distributed to the user either electronically or online or on removable media such as diskettes or CDs (having unique identifiers imprinted thereon) via the Post Office (including other means) or through third parties or associated retailers (distributors) POSes or checkouts (col. 5: 5-22). The user installs the distributed software (product) on his PC (information processing device) upon receiving the said software. The user's PC dials into a network server, to complete the installation of the software, subsequent to providing necessary demographic information, billing (credit) information (for paid network service), an identifier and/or temporary password and username imprinted or supplied with the removable medium (diskette or CD) that contains the software. The server receives and validates the required data, especially the information that

Art Unit: 3622

comes with the software and credit card data. The server subsequently provides a permanent username and password to the user, which enable the user, now registered, to access network service or browse the network at any given time via the ISP, which usually charges a fee to the user for such access (distributing a software to the user and recording the user's use of the product).

The Examiner clearly concedes that Brewer does not expressly disclose storing a distributor's name distributing an identified product **and calculating or paying by the Internet (Network) Service Provider (ISP) a fee to the distributor or participating retailer or third party for distributing the identified client-software or access program or product** (information-processing product) to the user(s) based on the user's information (recorded use information) identifying the user and the unique product.

However, the process for providing a Software or a product or access program encoded on a computer readable medium (diskette or CD bearing a unique Product identifier) to a user or customer via a third party or distributor, which, when installed on the user's computer, allows the user to access an online distribution system or a computer network or Internet Service Provider (ISP) and for compensating the distributor for distributing the software to the user at a POS is well-established and well documented in the art. In fact, Internet Service Providers or ISPs, such as AOL.com (America Online), have been distributing free software encoded on 1.44 floppy diskettes (CDs) to selected users via the Post Office or physically picked up by the users at participating retailers' (distributors) POSes or checkouts. The diskette containing the software or client provided by AOL.com, for example, bears a temporary login name and password or identification (including other product identifier). Upon installing the software, encoded on the

Art Unit: 3622

diskette, on his computer, a user will be prompted to enter the temporary login name and password or identification, which allow the user to connect via a telephone line to a remote server associated with the ISP or AOL.com, wherein, upon validating the user's temporary information imprinted on the diskette, the user can complete the installation or registration process by providing his demographic data including a credit card number (user information) for future billing and establishing a permanent login name or screen name and a password or identification that are stored in the ISP server database. Subsequent to the installation or registration process, the user, now registered, can browse the ISP site or visit other sites or web sites available on the Internet. Further, it is understood that AOL.com should compensate the distributors or third parties for distributing the diskettes or CDs, having the software encoded thereon, at their POSes or checkouts or locations in accordance with a predefined business agreement and wherein upon correlating the information received from the user's installation, such the temporary login name and password and other imprinted product id, with information in a registry or database file, **AOL.com server is configured to identify the unique diskettes or products distributed by a specific distributor and calculate a compensation due to the distributor for distributing the diskettes or CDs, having the access program or Internet software encoded thereon, based on the business agreement (calculating or paying by the Internet (Network) Service Provider (ISP) a fee to the distributor or participating retailer or third party for distributing the identified client-software or access program).**

("Official Notice").

Furthermore, Applicant discloses, as prior art, in the background of the specification on page 2: 20-35, paybacks (compensations) are often provided to client

Art Unit: 3622

distributors, who distribute clients (such as access program or software) for free or at low prices to users, as an incentive to distribute the client or product (As per Applicant's own disclosure).

Therefore, an ordinary skilled artisan, implementing the Brewer's system or facing the problem of expanding/increasing network use, would have been motivated at the time of the invention to combine the above public disclosure with the Brewer's system so as to distribute to prospect users free diskettes or CDs, having encoded thereon the ISP client-software or access program for enabling the prospect users to connect the Internet through the ISP server or system, via a distributor's or retailer's POS where the recordable media (diskettes or CDs) can be viewed and picked up by the prospect users during the course of shopping and wherein each diskette or CD having imprinted thereon a user's temporary password and login name and other indicia (this information is contained in the CD or diskette package) that are used by the users during a sign-up process to complete the registration process, thereby, providing a financial incentive to the distributor to display the diskettes or CDs, having encoded thereon the ISP sign-up software, near the checkout stations within his location where they can be easily picked up for free by interested customers while paying for transactions at the distributor's or retailer's POS in an effort to encourage the customers or prospect users to join the particular ISP network service, instead of a competitor's, for a monthly fee, and wherein identification data associated with a particular diskette or CD are read during the users' registration and are used not only to pay the distributor for a successful distribution, but also to measure the effectiveness of the distribution of the diskettes or CDs through third parties or independent distributors and the ISP is able to

Art Unit: 3622

increase its subscriber base and business bottom line while compensations or money received by the distributor for giving away the recordable media, having the ISP client- software encoded thereon, to his customers are used to help cover the distributor's overhead expenses.

Here, although the Applicant may disagree with the motivation to combine the public disclosure with the Brewer's system, as given by the Examiner, however, that does not mean that the Examiner fails to provide a good motivation. Further, in the Brewer's system, it is expected that the access software or access program or the Earthlink software, should be distributed to prospect users perhaps through local retailers or distributors locations, in addition to downloading the software online, as practiced by AOL, Earthlink and other ISPs and that the retailers or distributors should be compensated one or another for doing so according to a predefined business agreement between a distributor and an ISP. These findings are well within the level of skills of an ordinary skilled artisan. Additionally, and as seen above and contrary to the Applicant's conclusion, the so-called soliloquy does mention providing or calculating a payback or payment to a distributor according to a prior business agreement between the ISP and the distributor for distributing the diskettes and/or CDs, having the access program encoded thereon, which reads on the steps of calculating and determining a payback or compensation to the distributor.

Therefore, the Applicant's request for allowance or withdrawal of the last Office Action has been fully considered and respectfully denied in view of the foregoing response since the Applicant's arguments as herein presented are not plausible and thus, the last Office Action, as shown below, is hereby maintained and the current **Office Action has been made Final**.

DETAILED ACTION

Specification

The title of the invention, under 37 CFR 1.72, should be descriptive **and technically accurate** so as to allow one of ordinary skills in the art understand the nature of the claimed invention.

Information Disclosure Statement

The NPL documents and some of the Japanese references were crossed off or not considered because English translated copies were not provided. Applicant is herein requested to supply appropriate English translated copies of the documents and references in a future correspondence.

Status of the claims

Claims 1-16 are now pending in the Instant Application.

General Comments

Throughout the claimed invention, “information-processing product” will be treated as a --client-software-- as supported in the background. Indeed, the example given in the technical field section, on page 1: 11-19, supports such interpretation and it appears that the specification does not further define the “information-processing product”.

Claim Objections

Claim 1 is objected to because of the following informalities-

Concerning claim 1, line 7, "based on said storage means" should apparent be --based on said use results--.

Appropriate correction is required.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-16 are rejected under 35 U.S.C. 103(a) as being unpatentable over Brewer, US Patent 6, 148, 332A.

Art Unit: 3622

As claims 1-16, Brewer discloses distributing a **client software component (information product) that enables a user of a personal computer (PC)** to connect and interact, over a communication network, with a server of an Internet Service Provider (ISP) to browse the network while required messages, such as advertisements, are being displayed in a particular manner on a display screen of the user's PC (information processing unit) for interaction with the user and user's activity or interaction is recorded (the server storage means stores in general the user's service usage of the Internet service and the user's interaction with the displayed advertisements). As long as a valid communication connection between the PC and the ISP exists, over a network, when the user logs in subsequent to receiving and installing the ISP client software (information product) on his PC, the PC is forced to display a particular message (news, advertisement) in a particular fashion. A user will not be allowed to minimize the message, close the message, or hide the message behind other windows on the PC display screen. The messages will also be interactive so that users are able to get more information related to a particular displayed message, such as by automatically browsing to an associated location on the World Wide Web of the Internet (the user clicks on a hyperlink shown in a displayed message to visit the source of the message and request more information). Information related to interaction with the user is also tracked and communicated back to the ISP for storage and reporting (tracking and recording the user's activity and/or service use and storing the user's activity permanently in the server storage means). The user is also able to designate message selection criteria, such as expressing an interest in seeing certain types of advertisements. The system, as disclosed above, is configured to display messages on an identified or registered

Art Unit: 3622

Internet client (PC) screen whenever an active connection exists between an Internet Server of the ISP and the said Internet client (See abstract).

In general, the present system, in a preferred embodiment, includes a mandatory message display and reporting modules that includes a new client software component for a personal computer (PC) interacting with a new server of an Internet Service Provider (ISP) to require certain messages, or information, to be displayed in a particular manner on a display screen of the PC or Internet client for interaction with a user and reporting user activity (col. 1: 45 to col. 2: 34).

The new software component (of the access software or information product) will also gather information related to interaction with the user. This information is communicated back to the mandatory message server 100 of the ISP and stored thereon. Besides tracking which messages are actually displayed, user interaction tracking is also provided (service usage of the Internet service and/or the user's interaction or activity is recorded). In other words, as the user accesses additional information, i.e. browsing or hyper-linking to a particular source web site based by clicking on the mandatory message area or window or banner having the message displayed thereon, this act is recorded and communicated for storage at the mandatory message server 100 of the ISP. In addition to storing this type of user-specific message display and interaction history information (service usage), which is useful for billing the advertisers, the mandatory message server 100 maintains a database of messages categorized at least by user selection criteria (and including the data of the messages, associated URL's, etc.) and a database of user-specific message selection preferences. The temporary messages and the limited user display options are stored at the PC 10. It is further understood that the new software, which

Art Unit: 3622

enables the user to connect to the ISP, is distributed to the user either electronically or online or on diskettes or CDs (having unique identifiers) via the Post Office (including other means) or through third parties or associated retailers POSes or checkouts (distributors) (col. 5: 5-22).

Here, Brewer discloses distributing a client software component (information product or network access software or Internet client software) that enables a user of a personal computer (PC) to connect and interact, over a communication network, with a server of an Internet Service Provider (ISP) to browse the network while required messages, such as advertisements, are being displayed in a particular manner on a display screen of the user's PC (information processing unit) for interaction with the user and user's activity or interaction is recorded. It is herein understood, from the Brewer's Patent, that the new software or Internet client software (Earthlink client software), which enables the user to connect to the ISP or network service provider to request network service or browse the network, is distributed to the user either electronically or online or on removable media such as diskettes or CDs (having unique identifiers imprinted thereon) via the Post Office (including other means) or through third parties or associated retailers (distributors) POSes or checkouts (col. 5: 5-22). The user installs the distributed software (product) on his PC (information processing device) upon receiving the said software. The user's PC dials into a network server, to complete the installation of the software, subsequent to providing necessary demographic information, billing (credit) information (for paid network service), an identifier and/or temporary password and username imprinted or supplied with the removable medium (diskette or CD) that contains the software. The server receives and validates the required data, especially the information

Art Unit: 3622

that comes with the software and credit card data. The server subsequently provides a permanent username and password to the user, which enable the user, now registered, to access network service or browse the network at any given time via the ISP, which usually charges a fee to the user for such access (distributing a software to the user and recording the user's use of the product).

As per claims 1, 3, 4, 6, 9, 10, 12 and 14, although it is implicitly or silently supported in the Brewer's system that the client-software or product is encoded and distributed on a recorded medium (with a unique identifier) to the user either electronically or online or on diskettes (CDs) via the Post Office or through third parties or associated retailers POSes or checkouts (distributors), however, Brewer does not expressly disclose storing a distributor's name distributing an identified product and calculating or paying by the Internet (Network) Service Provider (ISP) a fee to the distributor or participating retailer or third party for distributing the identified client-software or access program or product (information-processing product) to the user(s) based on the user's information (recorded use information) identifying the user and the unique product.

However, the process for providing a Software or a product or access program encoded on a computer readable medium (diskette or CD bearing a unique Product identifier) to a user or customer via a third party or distributor, which, when installed on the user's computer, allows the user to access an online distribution system or a computer network or Internet Service Provider (ISP) and for compensating the distributor for distributing the software to the user at a POS is

Art Unit: 3622

well-established and well documented in the art. In fact, Internet Service Providers or ISPs, such as AOL.com (America Online), have been distributing free software encoded on 1.44 floppy diskettes (CDs) to selected users via the Post Office or physically picked up by the users at participating retailers' (distributors) POSes or checkouts. The diskette containing the software or client provided by AOL.com, for example, bears a temporary login name and password or identification (including other product identifier). Upon installing the software, encoded on the diskette, on his computer, a user will be prompted to enter the temporary login name and password or identification, which allow the user to connect via a telephone line to a remote server associated with the ISP or AOL.com, wherein, upon validating the user's temporary information imprinted on the diskette, the user can complete the installation or registration process by providing his demographic data including a credit card number (user information) for future billing and establishing a permanent login name or screen name and a password or identification that are stored in the ISP server database. Subsequent to the installation or registration process, the user, now registered, can browse the ISP site or visit other sites or web sites available on the Internet. Further, it is understood that AOL.com should compensate the distributors or third parties for distributing the diskettes or CDs, having the software encoded thereon, at their POSes or checkouts or locations in accordance with a predefined business agreement and wherein upon correlating the information received from the user's installation, such the temporary login name and password and other imprinted product id, with information in a registry or database file, **AOL.com server is configured to identify the unique diskettes or products distributed by a specific distributor and calculate a compensation due to the distributor for distributing the diskettes or CDs, having the access program or Internet**

Art Unit: 3622

software encoded thereon, based on the business agreement (calculating or paying by the Internet (Network) Service Provider (ISP) a fee to the distributor or participating retailer or third party for distributing the identified client-software or access program

(“Official Notice”)

Furthermore, Applicant discloses, as prior art, in the background of the specification on page 2: 20-35, paybacks (compensations) are often provided to client distributors, who distribute clients (such as access program or software) for free or at low prices to users, as an incentive to distribute the client or product (As per Applicant’s own disclosure).

Therefore, an ordinary skilled artisan, implementing the Brewer’s system or facing the problem of expanding/increasing network use, would have been motivated at the time of the invention to combine the above public disclosure with the Brewer’s system so as to distribute to prospect users free diskettes or CDs, having encoded thereon the ISP client-software or access program for enabling the prospect users to connect the Internet through the ISP server or system, via a distributor’s or retailer’s POS where the recordable media (diskettes or CDs) can be viewed and picked up by the prospect users during the course of shopping and wherein each diskette or CD having imprinted thereon a user’s temporary password and login name and other indicia (this information is contained in the CD or diskette package) that are used by the users during a sign-up process to complete the registration process, thereby, providing a financial incentive to the distributor to display the diskettes or CDs, having encoded thereon the ISP sign-up software, near the checkout stations within his location where they can be easily picked up for free by

Art Unit: 3622

interested customers while paying for transactions at the distributor's or retailer's POS in an effort to encourage the customers or prospect users to join the particular ISP network service, instead of a competitor's, for a monthly fee, and wherein identification data associated with a particular diskette or CD are read during the users' registration and are used not only to pay the distributor for a successful distribution, but also to measure the effectiveness of the distribution of the diskettes or CDs through third parties or independent distributors and the ISP is able to increase its subscriber base and business bottom line while compensations or money received by the distributor for giving away the recordable media, having the ISP client- software encoded thereon, to his customers are used to help cover the distributor's overhead expenses.

Conclusion

Although the following references were not officially used in the Office Action, they were considered as relevant prior art. Applicants are further directed to review these references.

US Patent 6,377,936B1 to Henrick discloses a method of and a system for enabling targeted marketing of users on the Internet maintains the privacy of the users. The present invention takes advantage of the unique customer knowledge of an Internet Service Provider (ISP) with respect to both the customers identity and their likes and dislikes, while preserving the privacy of those customers. Data mining is performed on customers, including the sites that they visit. For example, customers with children are identified by visits to the Disney site. The availability of this list is then used to attract businesses with interest in this customer base. An

Art Unit: 3622

offer, perhaps with enticements such as coupons or contests, is prepared on a Web site. The ISP then makes the customer aware of that offer via an E-mail with short text describing that offer and a Hypertext link to that page. The customer is informed that they may take advantage of the offer and as a convenience and service to the customer and the advertiser, the ISP will provide their identity to the advertiser. Only when the customer selects the embedded URL is their identity disclosed. The ISP will then identify the customer to the advertiser by associating the customer's temporary IP address with their true identity as a service to the advertiser. Billing will be determined by both the total number of E-mails delivered and the number of responses generated.

US Patent 6, 442, 529 B1 to Krishan discloses a system for delivering targeted advertisements or messages, from a plurality of advertisers or sponsors, to identified users in a manner that does not interfere with the users' browsing session conducted over the Internet. The system includes at least one Internet Service Provider or ISP 24, referral service or advertising medium, offering subsidized or free Internet access (partial or full discount on Internet access) to users 22 who agree to read advertisements from advertisers 26 while the users' computers 50 of fig. 4 or terminals are in an idle mode or bandwidth use is low (See abstract; col. 3: 37 to col. 4: 45). Furthermore, free software provided along with a free modem by Portal Provider 20 in agreement with ISP 24 to users 22 so that the users can connect to the Internet via ISP 24 system and wherein the modem and software permit advertisements or messages from advertisers or sponsors to be displayed on the users' computers screens while dialing-up into the ISP system or server or while the Internet connection is idle (col. 5: 52-66; col. 16: 15-23). It is to be

Art Unit: 3622

understood that the revenue (compensations or fees or commission) earned by the ISP 24, advertising medium, for distributing advertisements from the advertisers or sponsors is used to offer subsidized or free Internet access (partial or full discount on Internet access) to users who agree to read advertisements from the advertisers.

US Patent 6,237,039B1 to Perlman discloses a method of and apparatus for downloading auxiliary data to a client during idle periods and for displaying the auxiliary data while the client is fetching information from the network is disclosed. According to one embodiment of the present invention, the state of a client device is first determined, wherein the client device is in a fetching state while processing a user request and the user is waiting or in an idle state while not processing a user request and the user is not waiting for the client system. Auxiliary data is then downloaded from a server to the client device when the step of determining determines that the client device is in an idle state. Additionally, the downloaded auxiliary data is buffered in an auxiliary buffer. The auxiliary data is then processed to generate an output and the output is displayed on the client device while the client device is in a fetching state.

US Patent 4,827,508 to shear discloses a "return on investment" digital database usage metering, billing, and security system including a hardware device, which is plugged into a computer system (information processing device) bus (or into a serial or other functionally adequate connector) and a software program system resident in the hardware device. One or more databases are encrypted and stored on a non-volatile mass storage device (e.g., an optical disk) or CD. A tamper-proof decrypting device and associated controller decrypts selected

Art Unit: 3622

portions of the stored database and measures the quantity of information, which is decrypted for use (use results). This measured quantity information is communicated to a remote centralized billing facility and used to charge the user a fee based on database usage (charging a fee to a user for using a portion of the application(s) stored on the diskette or CD or based on use result and paying the calculated fee (payback) to an agent or distributor of the application(s) distributed on diskettes or CDs). A system may include a "self-destruct" feature, which disables system operation upon occurrence of a predetermined event unless the user implements an "antidote"-- instructions for implementing the antidote being given to him by the database owner only if the user pays his bill. Absolute database security and billing based on database usage are thus provided in a system environment wherein all database access tasks are performed at the user's site. Moreover, a free market competitive environment is supported because literary property royalties can be calculated based on actual data use (see abstract).

The present system provides a facility for measuring usage of the on-site database for the purpose of billing the user according to the amount he has used the database or a portion of the application(s) stored on the diskettes or CDs (based on use results) and for periodically conveying the measured usage (use results) information to the database owner or his agent (distributor) while preventing the user from tampering with the measured usage information (See col. 3: 52 to col. 4: 59). (This at least anticipates claim 1)

US Patent 6, 519, 700B1 to Ram discloses in general a system and method for securing the distribution of electronic documents to thereby reduce the likelihood of unauthorized reproduction and redistribution by either authorized users (i.e. those paying a licensing fee) or

Art Unit: 3622

unauthorized recipients. During a transaction, or prior to delivery or transmission, an electronic document is self-protecting (SPD) and the self-protected document contains an encrypted content as well as a secure set of permissions and a software necessary to process or decrypt the transmitted encrypted document at the receiving end is used in order to minimize the possibility of intercepting the document during transmission before it has been fully rendered or uploaded to a screen and/or printed by a printing device coupled to a client system located at the receiving end (user's location). In one specific embodiment, Ram discloses that an author or publisher 110 (owner of intellectual property) creates a document's original content 112 (intellectual property or content work) and forwards it, via a network link or the Internet, to a distributor 114 for distribution over the Internet. Here, although the author 110 (party possessing patent rights) may also distribute documents directly, without involving another party such as a distributor 114, the division of labor set forth or shown in fig. 1 is more efficient, as it allows the author/publisher 110 to concentrate on content creation and not on the mechanical and mundane functions taken over by the distributor 114. Moreover, such a breakdown or division of labor would allow the distributor 114 to realize economies of scale by associating with a number of authors or publishers (parties possessing patent rights including the illustrated author/publisher 110). Upon receiving the transmitted original content 112 from the author 110, the content 112 is stored at the distributor's 114 site, wherein a modified version 116 of the original content 112 (that is an encrypted version of the content 112) is made available to users 118, who may request the electronic document upon accessing the Internet or a web site related to the distributor 114 and obtain the modified version 116 of the electronic document upon paying a (licensing) fee for the right to use the said document based on some conditions and/or restrictions (selling the digital

Art Unit: 3622

document to the requester based on a licensing agreement or transaction rights approved by the author or creator), as practiced in the art. In fact, upon receiving a request or an order from the user 118, the distributor 114 encrypts the originally stored content 112 with the user 118's public key, yielding to modified content 116, and wherein the modified content 116 is uniquely customized for the single user 118 and wherein the user 118 is able to use his private key to decrypt the modified content 116 transmitted from the distributor 114 such that the user can view the original content 112 as created by the author 110. To complete the process, a payment 120 for the purchased content 112 is passed from the user 118 to the distributor 114 by way of a clearinghouse 122 (of fig. 1), which collects requests from the user 118 and other users wishing to view a particular content 112 along with the user's payment information, such as debit transactions, credit card transactions or other known electronic payment schemes, and wherein the clearinghouse forwards the collected users' payments as a payment batch 124 to the distributor 114. Of course, it is expected that the clearinghouse 122 will retain a share of the user's payment 120 and the distributor 114 in turn keeps a portion (a fraction or a percentage) of the payment batch 124 and forwards a payment 126 (including royalties or patent royal (ies) to the author and publisher 110 (party possessing patent rights) or owner or creator of the original content 112. Additionally, each time the user 118 requests (or uses) a document, an accounting message 128 is sent to an audit server 130 of fig. 1. The audit server 130 ensures that each request by the user 118 matches with a document sent *by* the distributor 114 and accounting information 131 is received *by* the audit server 130 directly from the distributor 114. Any inconsistencies are transmitted via a report 132 to the clearinghouse 122, which can then adjust the payment batches 124 made to the distributor 114. This accounting scheme is present to

Art Unit: 3622

reduce the possibility of fraud in this electronic document distribution model, as well as to handle any time-dependent usage permissions that may result in charges that vary, depending on the duration or other extent of use.

(See abstract; figs. 1 and 6; col. 4: 41 to col. 5: 25; col. 5: 36-39; col. 7: 37- to col. 8: 44; col. 9: 49 to col. 10: 25; col. 13: 6-21; col. 13: 45-64).

US Patent 6,363,356B1 to Horstmann discloses an associates program for electronic content distribution by providing a mechanism whereby a referrer may be identified at the time of purchase in a download-then-pay system. In accordance with one embodiment of the invention, an identifier or marker is added to the electronic content at the time of download. Merchant and purchase location information may also be added. At the time of purchase, a commerce module retrieves the identifier and presents it to the merchant server. The commerce module may also form part of the download or may originate from another source. The identifier may be used for various purposes. For example, the identifier may be used, directly or indirectly, to identify a referrer, to whom a referral fee is then credited. Also, the identifier may be used to look up offer information, since the price at the time of purchase may be different than the offer price at the time of download. The invention is applicable not only to Try/Buy software distribution, but also more generally to download-then-pay electronic content distribution and rental programs See abstract). (This anticipates at least claim 1).

US Patent 6,029,141 to Bezos discloses an Internet-based referral system that enables individuals and other business entities ("associates") to market products, in return for a

Art Unit: 3622

commission, that are sold from a merchant's Web site. The system includes automated registration software that runs on the merchant's Web site to allow entities to register as associates. Following registration, the associate sets up a Web site (or other information dissemination system) to distribute hypertextual catalog documents that includes marketing information (product reviews, recommendations, etc.) about selected products of the merchant. In association with each such product, the catalog document includes a hypertextual "referral link" that allows a user ("customer") to link to the merchant's site and purchase the product. When a customer selects a referral link, the customer's computer transmits unique IDs of the selected product and of the associate to the merchant's site, allowing the merchant to identify the product and the referring associate. If the customer subsequently purchases the product from the merchant's site, a commission is automatically credited to an account of the referring associate. The merchant site also implements an electronic shopping cart that allows the customer to select products from multiple different Web sites, and then perform a single "check out" from the merchant's site (See abstract).

WO 95/08231 to Dolphin discloses a system and method for providing the support of high-density removable media (84), such as CD-ROM or MO, to be used as distributed media for storing data where access thereto is securely restricted. Through this system and method, the secure periodic distribution of several different sets of data information (78) to the end user is achieved with access control selectively performed by at the user's site through communication with the billing/access center (81 & 82). User billing is based on the purchase of the decryption access codes (81 & 82) as indicated by the access code attributes encoded on the media (84).

Art Unit: 3622

Access code availability if further controlled by selectively providing for updates of decryption access codes (See abstract).

THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the mailing date of this final action.

Any inquiry concerning this communication from the Examiner should be directed to Jean D. Janvier, whose telephone number is (571) 272-6719. The aforementioned can normally be reached Monday-Thursday from 10:00AM to 6:00 PM EST. If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's Supervisor, Mr. Eric W. Stamber, can be reached at (571) 272- 6724.

Non-Official - 571-273-6719

04/24/06

JDJ

Jean D. Janvier

Patent Examiner

JEAN D. JANVIER
PRIMARY EXAMINER

